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| **Brain Facts** | **Concepts For Attaining** |
| Students usually remember what comes first in the learning segment best and second best ,what comes last.  (primacy-recency effect) | * Open well with a purpose and hook * Close well (review) * Open and close each chunk * Use 20 strategies throughout lessons |
| Best Four Ways to Gain A Student’s Attention:   * Need * Novelty * Meaning * Emotion | * Need: see purpose and you will remember * Novelty: new or different * Meaning: connect to real life * Emotion: passion, enthusiasm |
| The brain can hold seven (+/- 2) isolated bits of information in short-term memory. | Chunk content information with activity |